

New Cambria Suites Hotel Opens in Roanoke **Upscale, All-Suites Brand Offers Guests the Comforts of Home**

PRNewswire
SILVER SPRING, Md.

Choice Hotels International, Inc. today announced that the Cambria Suites hotel in Roanoke, Va. opened yesterday. Cambria Suites hotels offer contemporary and spacious suites that are larger than standard hotel rooms and amenities not often found in typical hotels today. The 127-suite Roanoke hotel is the first Cambria Suites in Virginia and is owned by Roanoke Hotel Group, LLC.

"We're thrilled to open the 21st Cambria Suites hotel," said Kevin J. Lewis, president, Cambria Suites. "The Roanoke property is a great addition to the local community, conveniently located next to the Virginia Tech Carilion Research Institute and near downtown."

Every Cambria Suites room features separate work and living areas with ergonomic chairs, movable desks, luxury linens and Bath and Body Works® products. The all-suites hotels offer the latest in technology, including a 52-inch television in the open, airy two-story lobby, and each suite includes two flat-screen LCD televisions and MP3 jacks. Every suite offers MediaHub(TM) plug-and-play technology, allowing guests to connect their laptop, MP3 player, game console, digital camera or CD/DVD player hassle-free. Free high-speed wired and wireless Internet access is available throughout the hotel so that guests can stay connected when on the road.

"We're eager to open our doors to the community," said Lynn Laidlaw, general manager of the hotel. "As the preferred hotel for Carilion Roanoke Memorial we're excited to offer hospital guests and staff, as well as leisure travelers visiting Roanoke, comfortable, upscale accommodations during their stay."

Like all Cambria Suites, the Roanoke property features Reflect, a dining and gathering area serving a dinner menu, liquor, wine, beer, and a barista bar featuring Wolfgang Puck® coffee, Cheesecake Factory® desserts and a hot breakfast buffet; Refresh, a state-of-the-art fitness center with an elegant pool and hot tub/spa area; and Refill, a 24-7 convenience store that offers energy drinks, snacks and sundries, as well as freshly prepared grab-and-go gourmet salads and sandwiches.

The Cambria Suites hotel is located at 431 Reserve Ave. The hotel can be reached via phone at (540) 400-6226 or via fax at (540) 400-6279. For more information on the Roanoke property, visit www.cambriasuitesroanoke.com or visit their Facebook page.

About Choice Hotels

Choice Hotels International, Inc. franchises more than 6,000 hotels, representing more than 485,000 rooms, in the United States and more than 35 other countries and territories. As of March 31, 2010, more than 600 hotels are under construction, awaiting conversion or approved for development in the United States, representing more than 52,000 rooms, and more than 100 hotels, representing approximately 8,200 rooms, are under construction, awaiting conversion or approved for development in more than 20 other countries and territories. The company's Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn brands serve guests worldwide. In addition, via its Ascend Collection membership program, travelers in the United States, Canada and the Caribbean have upscale lodging options at

historic, boutique and unique hotels.

Additional corporate information may be found on the Choice Hotels International, Inc. Web site, which may be accessed at www.choicehotels.com.

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